



AUTOMOBIL PRODUKTION KONGRESS

+ams

May 16th+17th, 2024
SV Tower, only live in
MUNICH, GERMANY

A joint event organized by:

automotive iT. **AUTOMOBIL
PRODUKTION** **ams**
Strategy. Technology. Connected Mobility.



The Way to a Production of the Future

„Digitalization works on best
when it is powered directly
from the shop floor.“



**AUTOMOBIL
PRODUKTION
KONGRESS**



Dr. Jörg Burzer

Mitglied des Vorstands
der Mercedes-Benz Group AG,
Produktion und Supply
Chain Management

1 The Topic.



**AUTOMOBIL
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Automobil Produktion Kongress - Flexible, Smart and Green - The Way to a Production of the Future

Materials and compounds Additive production
Assembly and handling technology Laser technology Surface Production technology
Supplier strategies/SCM Body construction Alternative drives
TOP 100 auto suppliers Forming technologies E-mobility Tooling machines
Quality management Machine learning Engineering Display Sensor systems
Connected car Cloud services HMI Industry 4.0 Shopfloor logistics
Powertrain Interiors Assistance systems Onboard networks Surface technologies
Electric/electronics Smart factory components 3D printing
Lean management/Lean production
Robotics and automation Global automotive business

**AUTOMOBIL
PRODUKTION**

The **Automobil Produktion Kongress** is one of the leading events for change in production as decision-makers are currently facing numerous challenges. Decision-makers and managers in production are faced with countless challenges. The Automobil Produktion Kongress **classifies these challenges and shows the way for the transformation in production and logistics** at automotive manufacturers and their suppliers.

From **2024, ams - automotive manufacturing solution** -, our English sister, will be our co-host and **give a view on international automotive manufacturing**.

Through practical, engaging presentations, the growing importance of digital transformation in manufacturing and logistics, as well as IT integration in vehicle production,

will be experienced first-hand. There will be plenty of networking time to get to know each other and advance joint strategies on innovations and digitalization in production.

We offer **an international platform** that promotes constructive **dialogue between plant managers, managers from the trades, specialist departments and IT providers as well as the board of directors**.

You benefit from this as a partner, exhibitor and participant. Presence, networking, panel and speaker options are the most important elements to grow your network

Be part of the decision makers of the future in 2024.

Meet your customers as speakers and participants at Automobil Produktion Kongress + ams.

„ For me, digitalization is a tool to optimize product efficiency, -cost, -quality and -sustainability.“



**AUTOMOBIL
PRODUKTION
KONGRESS**



Markus Haupt

SEAT S.A. Vorstand für
Produktion und Logistik

2 The Target Group.



A community of experts, constantly growing and in motion.

Our focus is on **plant managers, decision-makers from the production networks, managers and specialist departments from production, logistics, purchasing as well as equipment suppliers and suppliers to the tech and IT players** - but we also address consulting service **providers for the automotive industry**.

As in recent years, **our goal is for 50 percent of the participants to be from the auto industry.**

We are committed to **trust and reliability.**

With a large number of regular customers and sponsors, we have created a closely-knit, trusting network of which we are proud.

Based on the **recommendations** of participants and sponsors, first-time attendees account **for more than 20 percent of those present.**

Our **commitment to quality** is reflected in our choice of outstanding speakers and key current topics, along with our emphasis on networking in a spirit of trust.

The Automobil Produktion Kongress + ams offers you a high-caliber target group to help you meet your communication goals as a partner or an exhibitor at the sector's most important event.

„Technology optimization
is a must have –
Value stream optimization
is freestyle.“



**AUTOMOBIL
PRODUKTION
KONGRESS**



Dr. Peter Weber

Leiter BMW Group Werk München

3 Die Referenten der letzten Jahre.



**AUTOMOBIL
PRODUKTION
KONGRESS**

+ams

16./17. MAI 2024

Süddeutscher Verlag
nur LIVE in MÜNCHEN

„Catena-X ist ein neuer Versuch, mit Krisen und Unsicherheiten umzugehen.“



Frank Göller
Head of Digital Production,
Volkswagen



„Die Nutzung von Daten ist im immens schnell wachsenden Batteriemarkt ein zentraler Erfolgsfaktor.“



Martin Linder
Senior Partner,
McKinsey & Company



„Datendurchgängigkeit ist einer der Schlüssel für die digitale Transformation.“



Andreas Lehe
Leiter Strategic Planning,
AUDI



„Die iFactory ist das Zielbild für das gesamte Produktionsnetzwerk und nicht nur für ein einzelnes Werk.“



Armin Ebner
Leiter Produktionssystem,
Digitalisierung, Operative Exzellenz,
BMW Group



„Prozessoptimierung ist das wichtigste Element, danach kann man digitalisieren.“



Albrecht Reimold
Vorstand Produktion und Logistik,
Porsche



„Wir dürfen Produktion und Logistik nicht mehr getrennt voneinander denken.“



Martin Ruskowski
Vorstandsvorsitzender,
SmartFactory Kaiserslautern



„Wir haben Flexibilität neu definiert, indem wir alle Antriebsvarianten auf einer Linie bauen.“



Jörg Burzer
Vorstand Produktion
und Supply Chain Management,
Mercedes-Benz Group



„Solange Energie günstig war, war Nachhaltigkeit eine mühselige Diskussion.“



Jochen Weyrauch
Vorstandsvorsitzender und CEO,
Dür



3 AMS: Our Speakers.



Trent Randles

Manufacturing Engineering Manager
BorgWarner

“I’ve been to several of these types of events both as an audience member and as a speaker. This event was by far the best I’ve attended.”



Leonel Leal

Advisor, Mobility Industry
Stealth-mode EV

“It was a great experience to share insights and learn significantly from the conference and roundtable discussion.”



Eric Anderson

Associate Director, Americas Light Vehicle
Powertrain forecasting
S&P Global Mobility

“It was great to connect in person and I very much appreciate you allowing S&P Global to ride along!”



Humam M. Alwan

Software X Quality Management - Reactive Problem
Solving Master & Instructor
Stellantis

“Thanks for the opportunity, the conference was very top notch professionally executed.”

„ Now is the moment
when we as an industry
have to prove
that we can repeat
the last 30 years of success.“



**AUTOMOBIL
PRODUKTION
KONGRESS**



Christoph Hagedorn

Executive Vice President
Automotive Operations,
Continental AG

4 Press reporting before, during and after the Automobile Production Congress



Automobil Produktion
7.693 Follower:innen
5 Monate • 5

Der Countdown läuft: Weniger als sechs Tage verbleiben, bis Branchenspezialist **Hemmer Lehne** vom S&P Global Mobility auf dem Automobil Produktion Kongress am 16. Mai in München die akuten Ungleichgewichte der #Automobilindustrie aufzeigen wird.

Jetzt noch schnell Ticket sichern: <https://lnkd.in/e/Feu7kf4>

Bereits im exklusiven Interview mit Chefredakteur **Pascal Nagel** legt der Auto-Analyst den Finger in die Wunde. Hier diskutiert er neben der Anfälligkeit der globalen #SupplyChain unter anderem die aktuellen Herausforderungen der Zuliefererbranche sowie entscheidende Veränderungen auf dem Weltmarkt: <https://lnkd.in/e/AG3HF7W>

Nutzen Sie außerdem gern unseren Hashtag #followAP, wenn Sie Ihre Eindrücke vom Kongress teilen oder um uns auf Themen aufmerksam zu machen, die die Automobilbranche vorantreiben.

#Automotive #Strategy #Management #Produktion



Automobil Produktion
7.693 Follower:innen
5 Monate • 5

Ausgestattet mit rund sieben Monaten Berufserfahrung als Produktions- und Logistikvorstand bei SEAT, SA bespricht **Markus Haupt** im Interview mit Chefredakteur **Pascal Nagel** die aktuellen Strategiefragen: Wohin führt die Elektro-Roadmap des spanischen Automobilherstellers? Was sind die nächsten Schritte in der Markenstrategie der Volkswagen Group? Welches Bewerk verspricht das meiste Potenzial im Hinblick auf die #Nachhaltigkeit?

Zudem freuen wir uns, dass der Diplom-Betriebswirtschaftler am 16. Mai den Automobil Produktion Kongress in München mit seiner Keynote eröffnen wird.

Jetzt Ticket sichern: <https://lnkd.in/e/Feu7kf4>
Hier geht es zum exklusiven Interview: <https://lnkd.in/e/m8z3tqg>

#Automobilindustrie #SmartFactory #Industrie4.0 #Logistik #SupplyChain



Automobil Produktion
7.693 Follower:innen
5 Monate • Bearbeitet • 5

Profitiert die Automobilproduktion von virtuellen Welten? Mit dieser Frage starten wir in das erste Gesprächspanel des Automobil Produktion Kongress 2023. Der Publikumsfrage nimmt Moderator **Yannick Tiedemann**, dass 50 Prozent der Teilnehmer bereits heute eine intensive Optimierung der #Automobilindustrie durch Technologien wie VR, AR oder den #DigitalTwin empfinden.

Diese Meinung teilen auch **Felix Reinshagen**, CEO von NavVis und **Christine Baumer**, Leitung der Virtual Factory bei der BMW Group. Erst vor kurzem haben genau diese beiden Unternehmen gemeinsam eine #Metaverse-Anwendung geschaffen, die es dem Automobilhersteller ermöglichen soll, Fabrikprojekte komplett virtuell zu planen und auf Basis von #KI zu optimieren. Auch **Kathrin Konkol**, Abteilungsleiterin für Extended Reality beim **Fraunhofer IPA**, berichtet von einer Entwicklung des Metaverses, die Herstellern und Zulieferern bereits dabei helfen konnte, von Anwendungsfällen etwa im Bereich der Nachhaltigkeit zu profitieren.

Nutzen Sie gern unseren Hashtag #followAP, um Ihre persönlichen Eindrücke des Automobil Produktion Kongress 2023 zu teilen.

#Technology #Transformation #Automotive



Automobil Produktion
7.693 Follower:innen
5 Monate • Bearbeitet • 5

Hier reichen sich Tradition & Zukunft die Hand: Am Standort München will die **BMW Group** unter Beweis stellen, dass auch in einem Brownfield-Werk zukunftsweisende Automobilfertigung stattfinden kann. Werksleiter ... mehr anzeigen



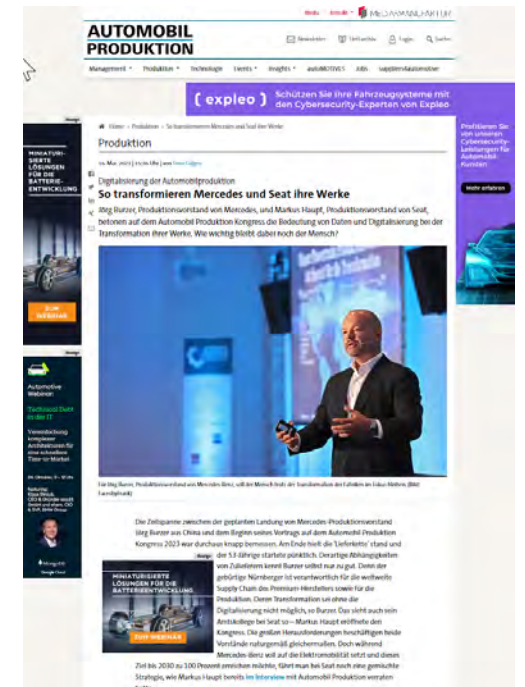
Factory-Tour: BMW lebt in München den stetigen Wandel
automobil-produktionsidee • Lesedauer: 1 Min.

Ändertes vom Bruch und 71 weitere Personen
direkt geteilte Beiträge

Gefällt mir • Kommentar • Teilen

Gehören Sie zu den Ersten, die dies kommentieren

Organische Impressions: 4.531 Impressions • Statistiken einblenden



Reporting on the Automobile Production Congress is carried out via the media channels in print and online of Automobil Produktion and automotive manufacturing solutions as well as via social media channels on LinkedIn.

5 Personal Contact.

Building up and expanding your network with the help of...



... involvement in the supporting program through **exclusive speaker slots** within the **GOLD package**.



... **more networking** and **sales leads** during longer breaks.

... exclusive access to participants during the **breakfast session** or an **evening event** (lecture may be booked as an option).



... co-development of important topics with participation in one of our **panels** as part of the **SILVER.PANEL package**



6 Our Partners and Exhibitors in Recent Years.



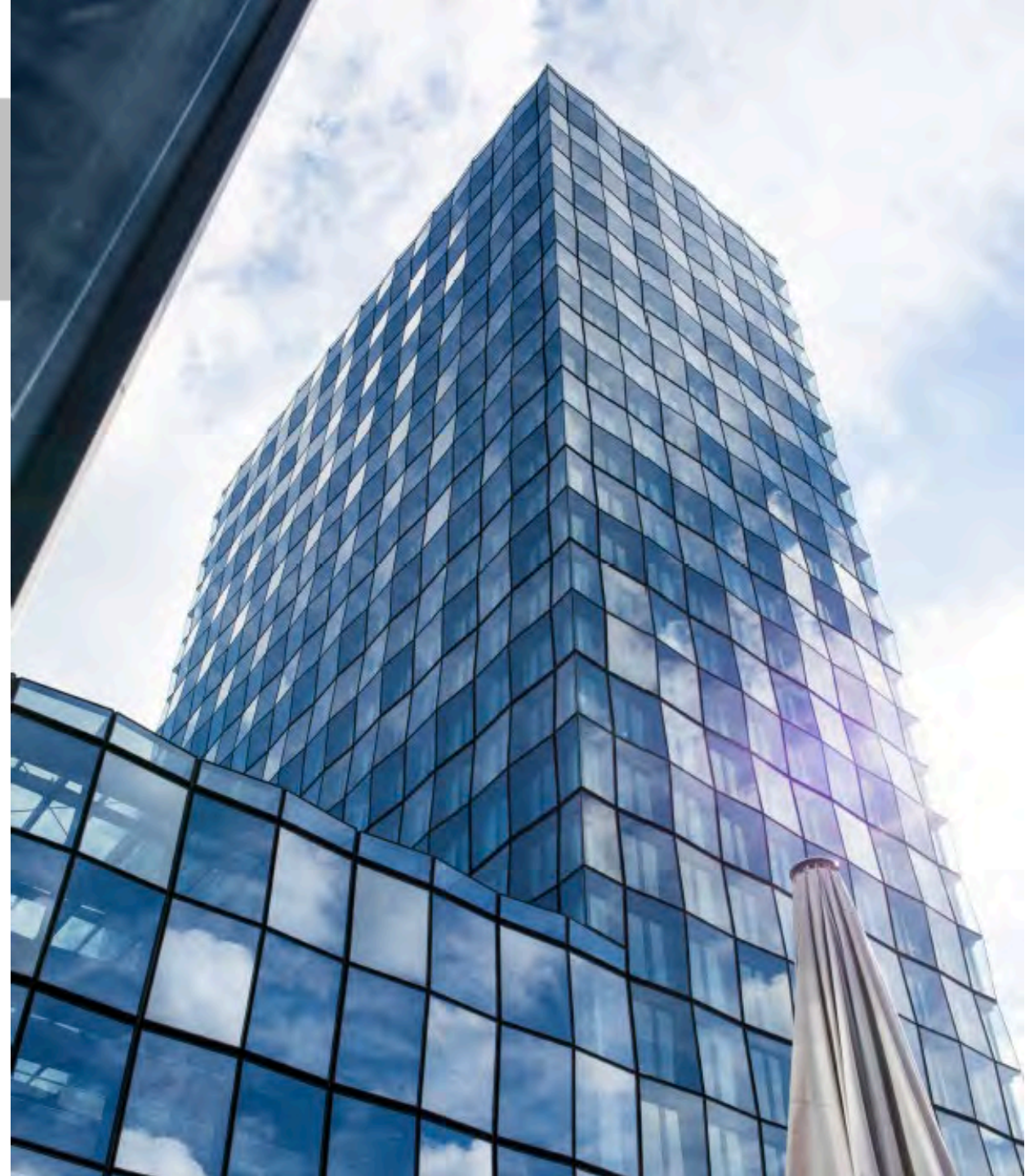
7 The Location.

An exciting location for your success.

The headquarters of Süddeutscher Verlag stand for...

- _ outstanding journalism, high-quality Media and specialized information, which reflects the culture and tradition of our company and the industry.
- _ new ideas, joint projects and partnerships.
- _ ideal infrastructure connections to the most important hubs in Munich.

The SV Tower



8 ■ The Partner Concepts. Convincing with high-quality content.



Our partner concepts combine all of our communication channels to meet your goal.

You can make your special contribution to the congress at our one-of-a-kind Automobil Produktion Kongress– either as a partner setting the agenda with the speaker option or in a panel discussion, or by presenting your products and services in an exhibition space.

We naturally offer our partners more than just a presence at the event. **We are happy to help you develop tailored ideas and concepts...**

_for comprehensive marketing campaigns with digital components such as webinars, roundtables, whitepapers, podcasting and more.

_which we unfold across our international network with advanced technical tools. With our brands Automobil Produktion, automotive manufacturing solutions and automotiveIT, we produce outstanding journalism – not just in print. We have the widest-ranging automotive B2B portal for your target group, with more than 272,000 page impressions and more than 80,000 users per month.

Three strong brands – whether print, digital, as an event or in the community –We successfully implement your communication goals before, during and after the congress.

9 Your Participation as a BRONZE PARTNER.

YOUR VISIBILITY AT THE CONGRESS

- _ Comprehensive logo branding
- _ Logo and company presentation in the event app
- _ Brochure/flyer display
- _ Presentation of a short video (about 20 seconds) during the lecture breaks
- _ 2 VIP tickets for your top customers, business partners and employees

VISIBILITY AHEAD OF THE CONGRESS

- _ Presence in advertising and participant mailings for the event
- _ Logo on all event advertisements and announcements (print)
- _ Logo on banners, in announcements and in social media campaigns (online)
- _ Exclusive online partner page with a company presentation on the event website and in the event app, including a link to your company's website

MEDIAPAKET

- _ 1 x 1/4 page in the Automobil Produktion or automotivET magazine during 2024
- _ alternatively 1 x online advertorial on www.automotiveIT.eu, www.automotivemanufacturingsolutions.com, or www.automobil-produktion.de during 2024

Comprehensive
logo branding
2 VIP tickets

INVESTMENT
On request

plus VAT, not subject to discounts

Ihr Beitrag als EXPO-PARTNER.

YOUR VISIBILITY AT THE CONGRESS

- _ Partner stand with exhibition space (4 qm) in the networking area: discussion table, stools, individually printable partition wall (800 x 2200 mm) and brochure stand (4 x DIN A4)
- _ Comprehensive logo branding
- _ Logo and company presentation in the event app
- _ Brochure/flyer display
- _ Presentation of a short video (about 20 seconds) during the lecture breaks
- _ 4 VIP tickets for your top customers, business partners and employees

VISIBILITY AHEAD OF THE CONGRESS

- _ Presence in advertising and participant mailings for the event
- _ Logo on all event advertisements and announcements (print)
- _ Logo on banners, in announcements and in social media campaigns (online)
- _ Exclusive online partner page with a company presentation on the event website and in the event app, including a link to your company's website

CROSSMEDIA-PAKET

- _ 1 x Content Placement (Advertorial) on www.automotiveIT.eu, www.automotivemanufacturingsolutions.com, or www.automobil-produktion.de during 2024 incl. ad campaign

Highlights for a EXPO-PARTNER

Partner stand in the networking area

Media package for digital and print

4 VIP tickets

INVESTMENT

On request

plus VAT, not subject to discounts

Ihr Beitrag als SILVER-PARTNER.

YOUR VISIBILITY AT THE CONGRESS

- _ Partner stand with exhibition space (4 qm) in the networking area: discussion table, stools, individually printable partition wall (800 x 2200 mm) and brochure stand (4 x DIN A4)
- _ Comprehensive logo branding
- _ Logo and company presentation in the event app
- _ Brochure/flyer display
- _ Presentation of a short video (about 20 seconds) during the lecture breaks
- _ 4 VIP tickets for your top customers, business partners and employees

PROMOTION VOR DEM KONGRESS

- _ Presence in advertising and participant mailings for the event
- _ Logo presence in all house ads, announcements, banners and social media campaigns (print and online)
- _ Exclusive online partner page with a company presentation on the event website and in the event app, including a link to your company's website

CROSSMEDIA-PAKET

- _ 1 x 1/1 page in the Automobil Produktion or automotivET magazine during 2024 (DIN A4, smaller formats on request)
- _ 1 x Content Placement (Advertorial) on www.automotiveIT.eu, www.automotivemanufacturingsolutions.com, or www.automobil-produktion.de during 2024 incl. ad campaign



Ihre Highlights als SILVER-PARTNER

Partner stand in the
networking area

Media package
for digital and print

4 VIP tickets

INVESTMENT

On Request

plus VAT, not subject to discounts

8 ■ Your Participation as a SILVER.PANEL PARTNER.

Highlights for a SILVER.PANEL PARTNER

Limited!
Only two
cooperations
available

YOUR VISIBILITY AT THE CONGRESS

- _ 30 min panel discussion on the main stage, together with experts on your chosen topic and a moderator from the Automobil Produktion editorial team
- _ Partner stand with exhibition space in the networking area: discussion table, stools, individually printable partition wall (800 x 2200 mm) and brochure stand (4 x DIN A4)
- _ Comprehensive logo branding at the location, on pause slides and signage on site
- _ Logo and company presentation in the event app
- _ Brochure/flyer display
- _ Presentation of a short video (about 20 seconds) during the lecture breaks
- _ 6 VIP tickets for your top customers, business partners and employees

VISIBILITY AHEAD OF THE CONGRESS

- _ Listing the panel speaker in advertising and participant mailings for the event
- _ Exclusive online speaker page and link to the agenda on the event website and in the event app
- _ Speaker and logo presence in all house ads, announcements, banners and social media campaigns (print and online)
- _ Exclusive online partner page with a company presentation on the event website and in the event app, including a link to your company's website

MEDIA PACKAGE – CROSS-MEDIA

- _ 2 x 1/1 page in the Automobil Produktion or automotivET magazine during 2024 (DIN A4, smaller formats on request)
- _ 1 x white paper or 2 x online advertorials on www.automotiveIT.eu, www.automotivemanufacturingsolutions.com or www.automobil-produktion.de during 2024, including ad campaign

30 min panel
discussion on the
main stage

Partner stand in the
networking area

Media package for
digital and print

6 VIP tickets

INVESTMENT

On request

plus VAT, not subject to discounts

Ihr Beitrag als GOLD-LIGHT-PARTNER.

YOUR VISIBILITY AT THE CONGRESS

- _ 20 min speaker slot on the main stage in the afternoon (15 min speaking plus 5 min Q&A)
- _ Exclusive partner stand with exhibition space (6 qm) in the networking area: discussion table, stools, individually printable partition wall (2000 x 2200 mm) and brochure stand (4 x DIN A4)
- _ Comprehensive logo branding at the location, on pause slides and signage on site
- _ Speaker, logo and company presentation in the event app
- _ Brochure/flyer display
- _ Presentation of a short video (about 20 seconds) during the lecture breaks
- _ 6 VIP tickets for your top customers, business partners and employees

VISIBILITY AHEAD OF THE CONGRESS

- _ Listing the speaker in advertising and participant mailings for the event
- _ Exclusive online speaker page and link to the agenda on the congress website and on the event app
- _ Speaker and logo in all house ads, announcements, banners and social media campaigns (print and online)
- _ Exclusive online partner page containing company presentation on the congress website and on the event platform, including link to your company website

MEDIA PACKAGE – CROSS-MEDIA

- _ 15 % discount on 1/1 page in the Automobil Produktion or automotivIT magazine during 2024 (Format A4, smaller formats on request), plus ...
- _ 15 % discount on white papers or online advertorials on www.automotiveIT.eu, www.automotivemanufacturingsolutions.com or www.automobil-produktion.de during 2024, including ad campaign



**AUTOMOBIL
PRODUKTION
KONGRESS**
+ams

Highlights for a
**GOLD-LIGHT-
PARTNER**

Limited!
Only two
cooperations
available

20 min speaker slot
on the main stage in
the afternoon

Comprehensive
media package for
digital and print

6 VIP tickets

INVESTMENT

On request

plus VAT, not subject to discounts

8 Your Participation as a GOLD PARTNER.

Highlights for a GOLD PARTNER

YOUR VISIBILITY AT THE CONGRESS

- _ 20 min speaker slot on the main stage (15 min speaking plus 5 min Q&A)
- _ Exclusive partner stand with exhibition space (6 qm) in the networking area: discussion table, stools, individually printable partition wall (2000 x 2200 mm) and brochure stand (4 x DIN A4)
- _ Comprehensive logo branding at the location, on pause slides and signage on site
- _ Speaker, logo and company presentation in the event app
- _ Brochure/flyer display
- _ Presentation of a short video (about 20 seconds) during the lecture breaks
- _ 10 VIP tickets for your top customers, business partners and employees

VISIBILITY AHEAD OF THE CONGRESS

- _ Listing the speaker in advertising and participant mailings for the event
- _ Exclusive online speaker page and link to the agenda on the congress website and on the event app
- _ Speaker and logo in all house ads, announcements, banners and social media campaigns (print and online)
- _ Exclusive online partner page containing company presentation on the congress website and on the event platform, including link to your company website

MEDIA PACKAGE – CROSS-MEDIA

- _ 2 x 1/1 page in the Automobil Produktion or automotivET magazine during 2024 (Format A4, smaller formats on request), plus ...
- _ 1 x white paper or 2 x online advertorial on on www.automotiveIT.eu, www.automotivemanufacturingsolutions.com or www.automobil-produktion.de during 2024, including ad campaign

20 min speaker slot on the main stage

Exclusive partner stand in the networking area

Comprehensive media package for digital and print

10 VIP tickets

INVESTMENT

On request

plus VAT, not subject to discounts

9 Your Contact Persons.

Since 2010, our events such as the **automotiveIT Kongress** and the **Automobil Produktion Kongress** have been among the most important industry congresses.

The events under the brands **ams** (automotive manufacturing solutions) and **Automotive Logistics** are among the strongest congresses in the logistics, supply chain and manufacturing sectors worldwide.

We know the needs of our participants. With our full commitment, we would be happy to work **with you** to develop the right partnering concept, creating a **targeted presence** on all our channels, before, during and after our events, **so you can achieve your communication objectives.**

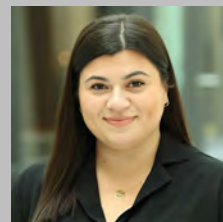
Do you have your own ideas or approaches? We would be happy to talk to you about them!



Guido Göldenitz
Key Account / Sales

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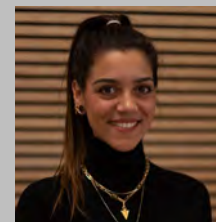
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